

# **PARTNERSHIPS: From Paper to Practice**

## **NC Healthy Weight Initiative**

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# NC-HWI Mission



**“To shape the eating and physical activity patterns of NC children and youth in ways that lead to healthy weight and reduce the risk for chronic disease.”**

# CDC-funded Nutrition and Physical Activity Programs

☐ NC is one of 12 states with obesity prevention grants

California\*

Colorado

Connecticut\*

Florida

Massachusetts\*

Michigan

**North Carolina\***

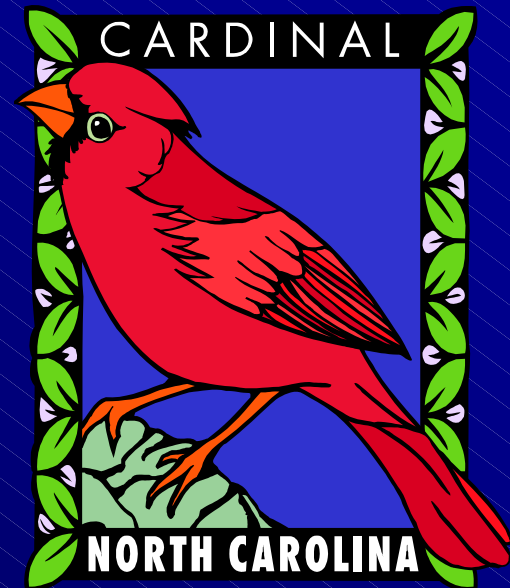
Montana

Rhode Island\*

Pennsylvania

Texas\*

Washington



\*first round states

# **NC HWI**

## **Partners**

- ☐ **NC Division of Public Health**
  - ☐ **Children and Youth Branch**
  - ☐ **WIC, CACFP, NET**
  - ☐ **Healthy Child Care NC**
  - ☐ **Cardiovascular Health Program**
  - ☐ **Eat Smart, Move More.. North Carolina**
- ☐ **Institute of Nutrition (UNC)**
- ☐ **NC Cooperative Extension Service**
- ☐ **NC Prevention Partners**
- ☐ **UNC - Chapel Hill**
  - ☐ **Center for Health Promotion and Disease Prevention**
  - ☐ **Department of Nutrition**

# **NC-HWI**

## **Management**

- ☐ **NC-HWI Staff:** provide leadership, coordinate activities, manage daily operations
- ☐ **HWI Partners:** implement and support HWI activities
  - ☐ Project Management Team
- ☐ **Task Force for Healthy Weight in C&Y:** develop state plan
  - ☐ TF Executive Committee

# HWI Overview



## Strategic Planning Process

-  Actionable plan that addresses 2 to 18 year olds
-  Task Force on Healthy Weight in C & Y

## Pilot Intervention

-  Priority population is 2 - 5 year-olds
-  Multi-level intervention

## Monitoring and Surveillance

-  Addition of behavioral questions to NC-NPASS
-  Expand BRFSS

## **NEW** for Third Year

-  Grant program for local health depts. & partners





# **NC-HWI**

## **Planning Process**

### **Summit on Healthy Weight**

-  public input into state plan

### **100 Member Task Force**

-  primary prevention
-  secondary prevention
-  communications and social marketing
-  monitoring and evaluation

### **Executive Committee**

-  Subcommittee chairs
-  Education Advisor
-  Medical Advisor
-  Minority Health Advisor

# Retreat Team

## Prioritize and Integrate

- ☐ Executive Committee
- ☐ DPH and DPI Staff Advisors
  - ☐ provided resources and TA to subcommittees
  - ☐ full participating members of group



# Review Process

## Internal

-  Full Task Force

## External

-  Diverse group
-  No prior involvement in plan development

# NC HWI

## “Moving Our Children Toward a Healthy Weight... Finding the Will and the Way”

### ☐ Individual Will

☐ Choices

☐ Opportunities

### ☐ Community Will

☐ Priorities




☐ Policies



# **NC-HWI**

## **State Plan**

### **Twelve key recommendations**

-  Five individual/interpersonal
-  Six policy/environment
-  One surveillance/research

### **Action for six settings**

-  Families
-  Schools/Child Care
-  Communities
-  Health Care
-  Media/Communication
-  Surveillance & Research

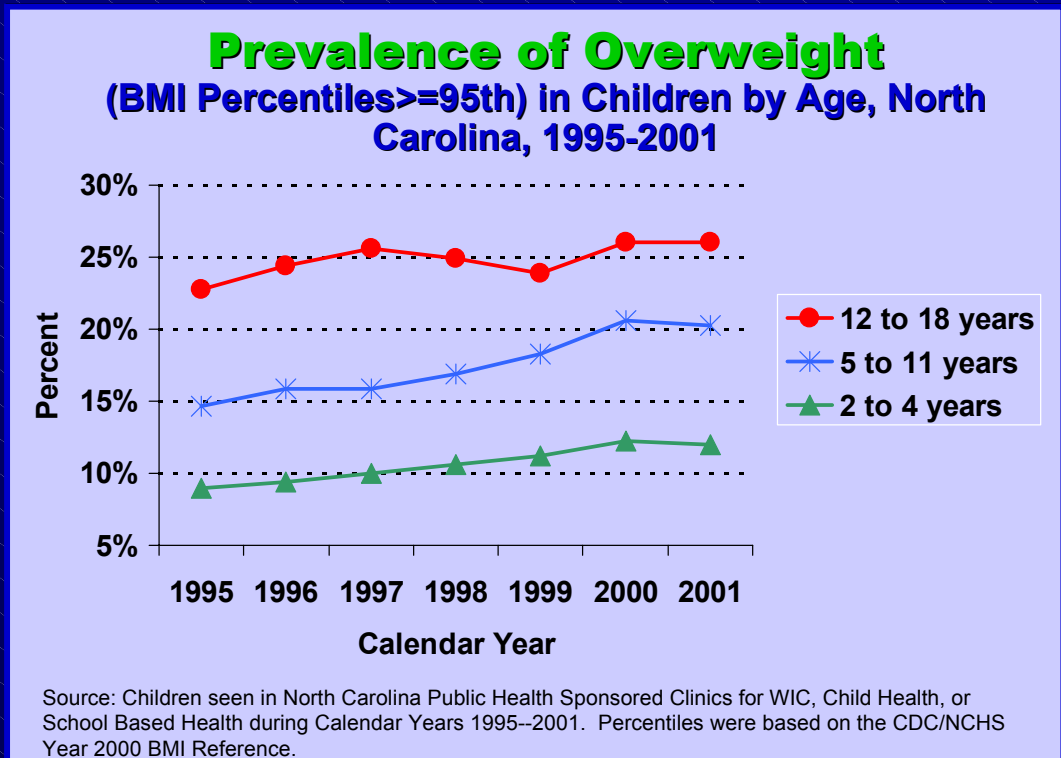
### **Supportive Recommendations**

# NC HWI

## N&PA Surveillance

**Purpose: To monitor trends in behavioral determinants of energy imbalance**

- Identified key behaviors
- Developed questions
- Pilot questions
- Complete programming
- Field-test in spring



# **Policy Intervention**

## **Lead Partner: Women's and Children's Health Section**

### **WIC**

- ☐ Policy change to support alternative food package
- ☐ Expanded education to include physical activity







### **CACFP**

- ☐ Rules changes to support healthful foods
- ☐ Expanded education to include physical activity

# **Environmental Intervention**

**Lead Partner: UNC SPH,  
Nutrition Department**

## **Nutrition and physical activity self-assessment for child care (NAP-SACC)**

-  Opportunities for PA
-  Time spent with TV
-  Types of foods
-  Preparation of foods
-  Feeding environment
-  Education

# Family Intervention

**Lead Partners: NC Cooperative  
Extension and  
Eat Smart Move More..NC**

☐ Color Me Healthy



☐ Interactive nutrition and physical activity curriculum for 4-5 y/o

☐ Family component

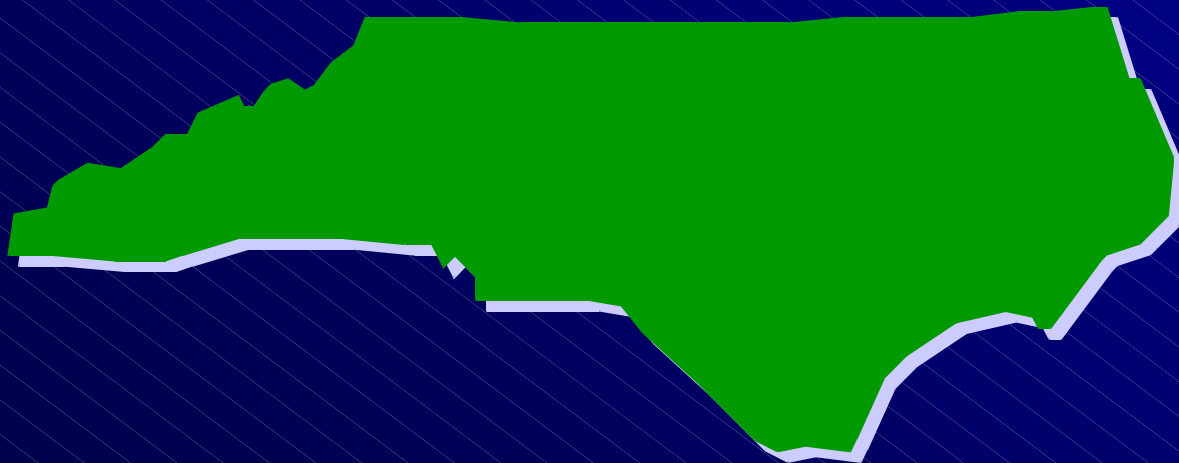
☐ Funded with a NC Nutrition Network grant

☐ Implement intervention in WIC and child care settings

# **NC HWI**

## **Community Grants**

- ☐ Community-based interventions that address the state plan and develop local partnerships
- ☐ Multi-level approach to behavior change
- ☐ Priority population involved in planning








# NC-HWI

## Partnership challenges

### **Keep partners engaged**

-  listen to partners
-  respect partner's needs
-  build consensus

### **Partnerships require time**

-  decisions cannot be made without input
-  give up control

### **Partnerships create work**

-  media
-  speaking engagements

# Partnerships in practice not just on paper

## **Sharing**

 **Ideas**

 **Expertise**

 **Resources**





## **Maximizing**

 **Capacity**

 **Results**

 **Opportunities  
for Future**

# **New CDC RFP**

-  **5-year Cycle**
-  **Comprehensive N & PA programs throughout the lifecycle**
-  **New challenges**
-  **New opportunities**

**“Let little seem like much,  
as long as it is fresh and  
beautiful and shared.”**

**--M. F. K. Fischer**

**It's true of food**

**It's true of partnerships**

**“Coming together is a beginning;  
Keeping together is progress;  
Working together is success.”**

**--Henry Ford**



**Moving Our Children  
Toward a Healthy Weight**

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